

## ABSTRACT OF THE DISCLOSURE

An additive material is applied to a substrate, such as a paper web used as a wrapping material for cigarette manufacture. A predetermined pattern of additive material is applied to the outer surface of the wrapping material of a formed cigarette, and most preferably of a formed filtered cigarette. In particular, an application system for applying additive material of a controlled type, in a controlled manner and in a controlled location on the wrapping material of a formed two-up filtered cigarette rod is located within a tipping machine. During controlled rotation of each such formed rod (e.g., due to cooperation of a transfer drum and a laser cam), additive material is applied to the outer surface of a desired location of the wrapping material of each such rod.